

Message Text

UNCLASSIFIED

PAGE 01 KUWAIT 02516 091425Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 AGRE-00 L-03 /021 W
-----092119Z 095773 /41

R 091330Z MAY 77
FM AMEMBASSY KUWAIT
TO SECSTATE WASHDC 7970
INFO USDOC WASHDC

UNCLAS KUWAIT 2516

STATE PASS USDA/FAS

E.O. 11652: N/A
TAGS: EPAP
SUBJECT: VISIT OF TAREK AL-BARRAK, KUWAIT SUPPLY COMPANY,
TO US

REF: (A) STATE 023269, (B) KUWAIT 0649, (C) KUWAIT 2078.

1. EMBOFF MET WITH TAREK AL-BARRAK, GENERAL MANAGER,
KUWAIT SUPPLY COMPANY, TO DEBRIEF HIM ON RESULTS OF
FEBRUARY VISIT TO USA IN CONNECTION WITH THE SUSTA
FOOD EXHIBITION IN NEW ORLEANS. AL-BARRAK INDICATED THAT,
WHILE HE ENJOYED TRIP VERY MUCH, HE DID NOT MAKE ANY
PURCHASES ON BEHALF OF HIS COMPANY (WHICH IS
RESPONSIBLE FOR PURCHASES ON GOK-SUBSIDIZED FOOD).
HE CITED THREE REASONS:

A. THOUGH PRICES OF US FOOD PRODUCTS ARE
COMPETITIVE, HIGHER FREIGHT CHARGES MAKE US GOODS
LESS ATTRACTIVE TO THE KUWAIT SUPPLY COMPANY. (WE
SUSPECT THAT THE WILLINGNESS OF NON-US FOOD
EXPORTERS TO LOWER FREIGHT CHARGES MAY ALSO BE A FACTOR.)

B. US PRODUCTS ARE OF ONLY ONE GRADE, GRADE A,
WHEREAS OTHER COUNTRIES OFFER DIFFERENT GRADES, WITH
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 KUWAIT 02516 091425Z

COMPARABLE REDUCTIONS IN PRICE.

C. US GOODS ARE EXPENSIVELY PACKAGED TO APPEAL TO
WELL-OFF CONSUMERS, A FACTOR OF NO CONCERN TO KUWAIT
SUPPLY COMPANY, WHICH SELLS SUBSIDIZED GOODS TO LOWER-
INCOME FAMILIES.

2. DESPITE LACK OF ACTUAL SALES, AL-BARRAK EXPRESSED INTEREST IN TWO PRODUCTS: A) DEHYDRATED BEANS (DUE TO EASE OF STORAGE); AND B) A PARTICULAR VARIETY OF RICE, "TEXMAHTI", SO-CALLED BECAUSE OF ITS SIMILARITY TO PAKISTANI VARIETIES "BASMATI", IN DEMAND HERE (REF C).

3. AL-BARRAK WAS MET BY SUSTA TRADE EXHIBITION ORGANIZERS, BUT NOT BY REPRESENTATIVES OF US DEPARTMENT OF AGRICULTURE, AS REQUESTED. AL-BARRAK SAW NO USDA REPRESENTATIVE AT FAIR. IN ADDITION TO NEW ORLEANS, AL-BARRAK HAD WANTED TO MEET WITH REPRESENTATIVES OF MIDAMERICA FOOD PRODUCTS TRADE ASSOCIATION, BUT WAS UNABLE TO BECAUSE OF LACK OF CONTACT WITH USDA REP, (REF A).

MAESTRONE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: SALES, EXPORTS, FOODS
Control Number: n/a
Copy: SINGLE
Sent Date: 09-May-1977 12:00:00 am
Decapton Date: 01-Jan-1960 12:00:00 am
Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977KUWAIT02516
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770163-0207
Format: TEL
From: KUWAIT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770579/aaaacqkl.tel
Line Count: 77
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ae7c4698-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 23269, 77 KUWAIT 649, 77 KUWAIT 2078
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 03-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2598390
Secure: OPEN
Status: NATIVE
Subject: VISIT OF TAREK AL-BARRAK, KUWAIT SUPPLY COMPANY, TO US
TAGS: EPAP, KU, US, (AL-BARRAK, TAREK)
To: STATE
Type: TE
vdkgvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/ae7c4698-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009